



VIRTUAL SPECIAL MEETING OF CLASS A AND CLASS B SHAREHOLDERS

May 20, 2021

GUIDELINES OF MEETING

For any technical difficulties experienced during the check-in process or during the Meeting, please contact Broadridge Investor Communications Corporation at (800) 586-1548 (toll free in North America) or (303) 562-9288 (international) for assistance.

If you have any questions regarding voting, please contact our strategic shareholder advisor and proxy solicitation agent, Kingsdale Advisors, at (888) 518-6554 (toll free in North America), or at (416) 867-2272 outside of North America, or by e-mail at contactus@kingsdaleadvisors.com.

Welcome to the special meeting of Class A and Class B shareholders (the "Meeting") of Shaw Communications Inc. ("Shaw") to consider and vote upon a special resolution to approve the plan of arrangement involving Rogers Communications Inc. and Shaw (the "Arrangement") substantially in the form attached as Appendix "A" to the management information circular dated April 14, 2021 (the "Circular"). It is our desire to conduct a fair and informative Meeting. Accordingly, we ask for your cooperation in observing the following meeting guidelines:

1. Meeting Conduct and Agenda. The interim order of the Court of Queen's Bench of Alberta dated April 19, 2021, along with Shaw's bylaws and articles, describe the requirements for the Meeting, and the Chair of the Meeting will conduct the Meeting in accordance with those requirements. The Chair will follow the agenda as we conduct the Meeting.
2. Shareholder Participation. Our registered Class A and Class B shareholders (or their appointed proxyholders) and those beneficial Class A and Class B shareholders who have appointed themselves as proxyholder are permitted to vote at the Meeting. You will need to have held Class A Shares or Class B Shares as of the close of business on the record date of April 6, 2021 ("Record Date") (or be included in the list of Shareholders entitled to vote at the Meeting) and have your control number (or appointee name and 8-character appointee identification number if you are a proxyholder) to vote at the Meeting.

All Class A and Class B shareholders may ask questions. You will need to have held your shares as of the close of business on the Record Date (or be included in the list of Shareholders entitled to vote at the meeting) and have your control number to submit questions.

Guests will be able to listen to the Meeting but will not be able to submit questions or vote.

To vote or submit a question, please login as: (i) a shareholder by entering the 16-digit control number you received with your meeting materials or obtained elsewhere, or (ii) a proxyholder by entering the appointee name and 8-character appointee identification number you received from the Class A or Class B shareholder. If you have voted your Class A Shares or Class B Shares prior to the Meeting, your vote has been received by the scrutineers and there is no need to vote those shares during the Meeting, unless you wish to revoke or change your vote.

3. Questions. Class A or Class B shareholders may submit their questions into the field provided in the bottom left quadrant of the web portal for consideration which may be answered, at the Chair's discretion, during the Meeting or during the Q&A period after the conclusion of the formal portion of the Meeting.

In order to answer as many questions as possible from Class A or Class B shareholders in the time allotted for Q&A, we respectfully ask that your questions are succinct and cover only one topic per question (with a limit of two questions per shareholder). Questions from multiple Class A and Class B shareholders on the same topic or that are otherwise related may be grouped, summarized and answered together. Due to time constraints, we may not be able to answer all questions submitted.

The Chair does not intend to address any questions that are, among other things:

- irrelevant to the business of the Meeting; namely, the special resolution in respect of the Arrangement;
- related to the status of the regulatory approvals in respect of the Arrangement;
- related to material non-public information of Shaw, including guidance or other forward looking information;
- related to personal grievances or in furtherance of a shareholder's personal or business interests;
- derogatory references to individuals or that are otherwise in bad taste;
- repetitious statements already made by another shareholder or questions that have already been addressed in response to a previous shareholder question;
- related to pending or threatened litigation; or
- out of order or not otherwise suitable for the conduct of the Meeting as determined by the Chair or the Secretary in their reasonable judgment.

4. Personal Recordings. Please note that this Meeting is being recorded; however, we ask that those attending the Meeting not use any audio recording device.
5. Disorder or Technical Malfunction. In the event of disorder, technical malfunction or other significant problem that disrupts the Meeting, the Chair may adjourn, recess or expedite the Meeting or take such other action that the Chair or Secretary determines is appropriate in light of the circumstances. Accordingly, if you are planning to vote by casting a ballot electronically during the Meeting, we recommend that you be prepared to vote as soon as the polls open.

Thank you for your cooperation and for joining us at the Meeting.